

**MICHAEL G. ELASMAR**

P.O. Box 15543  
Boston, MA 02215

W: (617) 358-1299

**EDUCATIONAL BACKGROUND**

- 1993            Ph.D. in Mass Media Studies.  
Michigan State University, East Lansing, MI. (GPA: 3.81/4.00).
- 1989            M.A. in Telecommunication Management.  
Southern Illinois University, Carbondale, IL. (GPA: 3.90/4.00).
- 1988            B.A. in Radio-Television with a minor in Film.  
Southern Illinois University, Carbondale, IL. (GPA: 3.96/4.00).

**WORK EXPERIENCE**

- 2011-present    Editor, International Journal of Public Opinion Research (as part of a team of 3 editors and one editor in chief). IJPOR is a peer-reviewed scientific journal that publishes theory-driven multi-disciplinary research in the area of public opinion measurement and analysis. It is the official journal of the World Association for Public Opinion Research (WAPOR) and is published by Oxford University Press.  
[http://www.oxfordjournals.org/our\\_journals/intpor/editorial\\_board.html](http://www.oxfordjournals.org/our_journals/intpor/editorial_board.html)
- 2008-2010      Faculty Research Fellow, Pardee Center for the Study of the Longer Range Future, Boston University, Boston, MA.
- 2007-2011      Founding Editor, American Journal of Media Psychology. AJMP is a peer-reviewed scientific journal that publishes theoretical and empirical papers that advance an understanding of media effects and processes on individuals in society.  
<http://www.marquettejournals.org/mediapsychology.html>
- 1999-present    Associate Professor of Communication, College of Communication, Boston University, Boston, MA.
- 1994-present    Director, Communication Research Center (CRC), Boston University, Boston, MA.
- 1993-1998      Assistant Professor, College of Communication, Boston University, Boston, MA.

## PUBLICATIONS

- Elasmar M.G. (2011). Intercultural Media Effects. In Wolfgang Donsbach, (Ed.). International Encyclopedia of Communication. Oxford, England: Blackwell Publishers Ltd.
- Elasmar, M.G. (2010, September). A Review of Media Choice. *European Journal of Communication*.25, 296-298.
- Elasmar, M.G. (2009). The Need for Theory and its Role in Understanding International Public Opinion about People Belonging to Other Religions. In A. MacDonald-Radcliff and R. Schatz (Eds.). Annual Dialogue Report on Religion and Values. Zurich, Switzerland: InnoVatio.
- Elasmar, M.G. (2008). Through Their Eyes: Factors Affecting Muslim Populations' Support for the U.S.-Led War on Terror. Spokane, WA: Marquette Books.
- Elasmar, M.G. (2007). Intercultural Media Effects. In Wolfgang Donsbach, (Ed.). International Encyclopedia of Communication. Oxford, England: Blackwell Publishers Ltd.
- Elasmar, M.G. (2006). Investigating the influence of U.S. television abroad: The Case of Adolescents in Morocco. Feedback, 47(5), 4-16.
- Elasmar, M.G. (2003). (Ed.). The Impact of International Television: A Paradigm Shift. Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Elasmar, M.G. & Bennett, K. (2003). The Cultural Imperialism Paradigm Revisited: Origin And Evolution. In M.G. Elasmar (Ed.). The Impact of International Television: A Paradigm Shift (pp. 1-16), Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Elasmar, M.G. & Hunter, J.E. (2003). A Meta-Analysis Of Crossborder Effect Studies. In M.G. Elasmar (Ed.). The Impact of International Television: A Paradigm Shift (pp. 133-154), Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Elasmar, M.G. (2003). An Alternative Paradigm For Conceptualizing And Labeling The Process Of Influence Of Imported TV Programs. In M.G. Elasmar (Ed.). The Impact of International Television: A Paradigm Shift (pp. 157-180), Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Elasmar, M.G. (2003). The Impact Of International Audio-Visual Media: An Expanded Research Agenda For The Future. In M.G. Elasmar (Ed.). The Impact of International Television: A Paradigm Shift (pp. 181-190), Mahwah, NJ: Lawrence Erlbaum Associates, Inc., Publishers.
- Aoki, K. & Elasmar, M.G. (2000). Opportunities and Challenges of Web Surveys: Results of a Field Experiment. Proceedings of the American Statistical Association, Alexandria, VA:

ASA.

Elasmar, M.G. (1999). The Opportunities and Challenges of Using Meta-Analysis in the Field of International Communication. Critical Studies in Mass Communication, 16 (3), 379-384.

Elasmar, M.G., Hasegawa, K. & Brain, M. (1999). The Portrayal of Women on Prime Time TV Programs Broadcast in the United States. Journal of Broadcasting and Electronic Media, 43 (1), 20-34.

Elasmar, M.G. & Hunter, J. (1997). The Impact of Foreign TV on a Domestic Audience: A Meta-Analysis. Communication Yearbook 20, 47-69.

Elasmar, M.G. & Carter, M. (1996). Uses of Email by College Students and Implications for Curriculum. Journalism & Mass Communication Educator, 51 (2), 46-54.

Elasmar, M.G. (1995). The Direct Broadcast Satellite Industry in the U.S.: Development and Economic Concerns. Journal of Broadcasting and Electronic Media, 39, 200-214.

Elasmar, M.G. (1993). DBS! But is it viable?. Satellite Communications, 17 (7), 3A-7A.

Elasmar, M.G. & Straubhaar, J.D. (1993). Selective Exposure to Television News Sources During the Gulf War. In B.S. Greenberg and W. Gantz, (Eds.). Desert Storm and the Mass Media. Cresskill, NJ: Hampton Press.

Elasmar, M.G. (1993). Assessing Videotex Diffusion and Usage Patterns in a Manufacturing Organization. In J.G. Savage & D.J. Wedemeyer, (Eds.). Proceedings of the Pacific Telecommunications Council. Honolulu, HI: Pacific Telecommunications Council.

Elasmar, M.G. (1991). Direct Broadcast Satellite (DBS) in the U.K. Satellite Communications, 15 (5), 19-21.

Steinfeld, C. & Elasmar, M.G. (1991). Business Use of Videotex: The Added Value of the National Infrastructure. In D.J. Wedemeyer and M.D. Lofstrom, (Eds.). Proceedings of the Pacific Telecommunications Council. Honolulu, HI: Pacific Telecommunications Council.

## CONFERENCE PAPERS

Elasmar, M.G. (2013). Describing Trends in Public Opinion Versus Visualizing the Knowledge Structures that Result in the Formation of Public Opinion: The Role of Theory. Paper presented during the Preconference of the World Association for Public Opinion Research Conference, May 2013, Boston, MA.

Elasmar, M.G. (2012). If You Ask Me I Won't Tell You, but I'll Tell the World When I Feel Like Doing So! The Frequency of Answering a Survey About a Specific Topic Versus Posting Comments About this Same Topic on Social Media Sites. Paper presented during

the annual conference of the American Association for Public Opinion Research, May 2012, Orlando, FL.

Elasmar, M.G. (2012). The Impact of Facebook Usage on Young Adults' International Cognitive Maps. Paper presented during the Global Fusion conference, October 2012, Athens, Ohio.

Elasmar, M.G. (2011). Beyond Measuring Public Opinion Trends: Visualizing the Cognitive Structure Associated with Specific Topics. Paper presented during the annual conference of the World Association for Public Opinion Research (WAPOR), Amsterdam, Netherlands.

Elasmar, M.G. (2011). Testing a Model of Public Support for Healthcare. Paper presented during the annual conference of the American Association for Public Opinion Research (AAPOR), Phoenix, Arizona.

Elasmar, M.G. (2011). The Psychology of Public Diplomacy. Paper presented during the annual conference of the International Studies Association, Montreal, Canada.

Elasmar, M.G. and Gordon, J. (2010). Factors Affecting Public Support for Healthcare as a Government Priority. Paper presented during the annual conference of the International Communication Association, Singapore.

Elasmar, M.G. (2010). Web Surveys when Databases have Incomplete Email Records: The Impact of Modifying the Method of Respondent Contact on Web Survey Response Rates. Paper presented during the annual conference of the American Association for Public Opinion Research, Chicago, IL.

Elasmar, M.G. (2009). The Role of Media Exposure in the Formation of Attitudes Toward Other Countries' Foreign Policies: Attitude Toward the U.S.-Led War on Terror among Muslims Overseas. Paper presented during the conference of the Association for Education in Journalism and Mass Communication, August 2009, Boston, MA.

Elasmar, M.G. (2009). The Mental Image of the U.S.-Led War on Terror Among Muslim Populations Living Outside the U.S.: Extracting Image Components from Public Opinion Data Using Structural Equation Modeling Techniques. Paper presented during the conference of the American Association for Public Opinion Research, May 2009, Hollywood, FL.

Elasmar, M.G. (2009). International Communication Networks as Sources of Mental Images Associated With the U.S.-Led War On Terror in the Minds of Muslim Populations Abroad: Implications for Public Diplomacy. Paper presented during the conference of the International Studies Association, New York, N.Y.

Elasmar, M.G. (2008). Social Cognition Theory as a Useful Tool for Understanding the Effects of Media Representations of Ethnic Groups. Paper presented during a conference held at the Harvard University Center for Middle Eastern Studies, May 14-15, 2008.

Elasmar, M.G. (2008). Modeling the Schema of Muslim Populations with Respect to the

U.S.-Led War on Terror: Media Images as Important Schema Building Blocks. Paper presented during the annual meeting of the International Communication Association, Montreal, Canada.

Elasmar, M.G. (2005). Modeling the Support for the U.S.-Led war on Terrorism Among Egyptian Citizens: Implications for International Public Diplomacy. Paper presented during the conference of the American Association for Public Opinion Research, Miami Beach, FL.

Elasmar, M.G. (2004). Can U.S. Entertainment TV Programs Influence The Culture Of Young Adults Overseas? A Partial Test of the SIM Model in Japan. Paper presented During the International Communication Association conference, New Orleans, LA.

Elasmar, M.G. & Douai, A. (2003). Understanding The Influence Of U.S. Imported Television On Adolescents In Morocco. Paper presented during the Global Fusion Research Conference, Austin, Texas.

Elasmar, M.G. (2002). Influencing the Opinions of Young Adults Overseas through Exposure to American Television Programs. Paper presented during the annual meeting of the American Association for Public Opinion Research, St. Pete Beach, Florida.

Elasmar, M.G. & Aoki, K. (2002). The Impact of Privacy and Security Concerns on the Willingness to Provide Sensitive Information about Self Via the World Wide Web. Paper presented during the annual meeting of the American Association for Public Opinion Research, St. Pete Beach, Florida.

Elasmar, M.G., Aoki, K., and Bennett, K. (2001). Predictors of Online Shopping Behavior. Paper presented during the conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Aoki, K. & Elasmar, M.G. (2000). Opportunities and Challenges of Conducting Web Surveys: Results of a Field Experiment. Paper presented during the Conference of the American Association for Public Opinion Research (AAPOR), Portland, OR.

Elasmar, M.G. (2000). Media-Accelerated Cultural Diffusion: An Alternative Paradigm for Analyzing the Impact of Cross Border Communication. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.

Elasmar, M.G. (1999). Media-Accelerated Cultural Diffusion (MACD): An Alternative Model of Influence for Cross Border Television. Paper presented during the meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Elasmar, M.G. & Sim, K. (1998). Considering Alternative Models of Influence: Conceptualizing the Impact of Foreign TV in Malaysia. Paper presented during the meeting of the Association for Education in Journalism and Mass Communication, Baltimore, MD.

Knio, R. & Elasmar, M.G. (1998). Factors Influencing Gender Role Attitudes among Lebanese Youth. Paper presented during the meeting of the Association for Education in

Journalism and Mass Communication, Baltimore, MD.

Elasmar, M.G., Hasegawa, K. & Brain, M. (1997). The Portrayal of Women on Prime Time TV Programs Broadcast in the United States. Paper presented during the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Elasmar, M.G. & Sim, K. (1997). Unmasking the Myopic Effect: Questioning the Adequacy of Media Imperialism Theory in Explaining the Impact of Foreign TV. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.

Elasmar, M.G. & Alman, R. (1997). Passive vs. Interactive Exposure to Audio-Visual Aggression: Reactions to a Computer Game. Paper presented during the meeting of the International Communication Association, Montreal, Canada.

Elasmar, M.G., Napoli, P.M. & DeFleur, M.L. (1997). The Effects of Political Television Advertising on Voting Intentions during the 1996 New Hampshire Primaries. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.

Sim, K. & Elasmar, M.G. (1997). The Influence of Imported TV on the Ethnic Identities of Young Adults in Malaysia. Paper presented during the meeting of the International Communication Association, Montreal, Canada.

Elasmar, M.G. (1996). Tracking the origins of social concerns about the Impact of International Direct Broadcast Satellites. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.

Citipitioglu, L. & Elasmar, M.G. (1996). The Effects of Imported American Television on the Attitudes of Turkish Youth toward the United States. Paper presented during the meeting of the International Communication Association, Chicago, IL.

Sallis, L. & Elasmar, M.G. (1996). The Imported American Television Programs in Israel: Testing the Cultural Imperialism Hypothesis. Paper presented during the meeting of the International Communication Association, Chicago, IL.

El-Koussa, H.H. & Elasmar, M.G. (1995). The Influence of Imported U.S. TV Programs on the Perceptions of U.S. Social Reality among Students in Lebanon. Paper presented to the international division of the Broadcast Education Association during the BEA's 1995 Conference, Las Vegas, NV.

Elasmar, M.G., Hunter, J.D. & Straubhaar, J.D. (1995). Quantifying the Size of the Impact of Foreign TV on a Domestic Audience. Paper presented during the Broadcast Education Association National Conference, Las Vegas, NV.

Carter, M.E. & Elasmar, M.G. (1994). An Exploratory Study of Email Usage Patterns among College Students. Paper presented during the National Conference of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Elasmar, M.G. & Straubhaar, J.D. (1994). The Impact of Cross-Border Television: Three Decades of Empirical Research. Paper accepted for presentation during the International

Association for Mass Communication Research National Conference, Seoul, Korea.

Elasmar, M.G. (1994). Human Factor Impact on Videotex Diffusion and Usage Patterns in Business Organizations. Paper presented during the International Communication Association's National Conference, Sydney, Australia.

Elasmar, M.G. (1994). The Evolution of DBS and its Economic Viability in the United States. Paper presented during the Broadcast Education Association's National Conference, Las Vegas, NV.

Elasmar, M.G. & Straubhaar, J.D. (1993). Toward a Meta-Analysis of Foreign Television Effects Research. Paper presented during the Speech Communication Association Annual Conference, Miami, FL.

Elasmar, M.G. & Straubhaar, J.D. (1993). Uses and Gratifications of Television News during 'Operation Desert Storm'. Paper presented to the News Division of the Broadcast Education Association during the 1993 BEA Conference, Las Vegas, NV.

Straubhaar, J.D. et al. & Elasmar, M.G. (1992). The Emergence of a Latin American Market for Television Programs. Paper presented during the meeting of the International Communication Association, Miami, FL.

Straubhaar, J.D. et al. & Elasmar, M.G. (1992). Regional TV Markets and TV Program Flows. Paper presented during the Telecommunication Policy Research Committee 1992 Conference, Washington, D.C.

Straubhaar, J.D. et al. & Elasmar, M.G. (1992). Development of Regional TV Markets in Latin America, Asia, North America and the Mideast. Paper presented during the International Association for Mass Communication Research 1992 Conference, Guaruga, Brazil.

Elasmar, M.G. & Straubhaar, J.D. (1992). Socio-Psychological Predictors of Television News Source Exposure in Times of International Crisis. Paper presented as part of the Mass Communication Division competitive papers during the International Communication Association Conference, Miami, FL.

Elasmar, M.G. & Straubhaar, J.D. (1992). Predicting Audience Exposure to TV News in the Case of High News Involvement. Paper presented to the Research Division of the Broadcast Education Association during the BEA annual conference, April 1992, Las Vegas, NV.

Elasmar, M.G. & Straubhaar, J.D. (1991). DBS: What Can the U.S. Learn from the British Experience?. Paper presented to the international division of the Broadcast Education Association during the BEA Conference, Las Vegas, NV.

Steinfeld, C. & Elasmar, M.G. (1991). Business Use of Value-Added Services in International Competitive Strategies. Paper presented during the 1991 International Communication Association (ICA) Conference, Chicago, IL.

## COMMISSIONED RESEARCH REPORTS

Elasmar, M.G. (2009). Assessing the value of the MS-MBA Program: An Analysis of Relative Program Value. Research Report commissioned by the Office of the Dean, School of Management, Boston University.

Elasmar, M.G. and Gordon J. (2008). Can Public Diplomacy Facilitate International Understanding? A Working Paper of the Pardee Center for the Study of the Longer Range Future, Boston University.

Elasmar, M.G. (2004). The Mindset and Feature Preferences of Regional and Local GMAT Takers Who Have Expressed an Interest in Joining a Part-Time MBA Program. Research Report, Boston University.

Elasmar, M.G. (2004). An Assessment of Part-time MBA Students: Exploring Attitudes and Motivations. Research Report, Boston University.

Elasmar, M.G. (2001). Focusing on Student Attrition: A Profile of the Students who Drop Out from BU. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. and Aoki, K. (2001). The Sargent Camp Customer Satisfaction Study. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. and Glickman, M. (2001). A Software for Simulating New Product Launches. Software Program and Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (2001). Profiling the Graduate Students: Background and Motivations for Coming to BU. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (2000). Profiling the Graduate Students: Backgrounds and Motivations for Coming to COM. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (2000). MS-MBA Dual Degree Program with IT Component: Exploring Current MBA Students' Reactions. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1999). Profiling the Graduate Students: Background and Motivations for Coming to BU. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1998). Student Advantage Cardholders: A Profile. Research Report, Communication Research Center, Boston University, Boston, MA.



Elasmar, M.G. (1998). Measuring Public Relations: Strategies, Challenges and Opportunities. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1997, 1998, 1999). Profiling the Graduate Students: Backgrounds and Motivations for Coming to COM. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1997). Using Research Strategies for Solving Problems in Public Relations. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1997). Assessing the Factors Leading to Customer Erosion for an Insurance Agency. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1996). The Image of the Big Three Quick Service Food Chains Among Residents of the Greater Boston Area: Report I – Survey Results. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1996). The Image of the Big Three Quick Service Food Chains Among Residents of the Greater Boston Area: Report II - Focus Group Sessions. Research Report, Communication Research Center, Boston University, Boston, MA.

Elasmar, M.G. (1995-1996). The Loci Report Series- Analyzing the Emergence of an Interactive Information System for College Students. Research Report, Communication Research Center, Boston University, Boston, MA.

## **AWARDS**

- |      |  |
|------|--|
| 2008 | Profiled in the 2008 Edition of <u>Who's Who in America</u>  |
| 2007 | Profiled in the 2007 Edition of <u>Who's Who in America</u> and <u>Who's Who in the World</u> .  |
| 2005 | Received the college-wide "Excellence in Teaching" award, College of Communication, Boston University.   |
| 2005 | Nominated to the Boston University Metcalf Award for Excellence in Teaching.   |
| 2004 | Received the "Faculty-In-Residence of the Year" award, Office of Residence Life, Boston University.  |
| 2004 | Awarded a research contract by the School of Management, Boston University, for a study titled: <u>The Mindset and Feature Preferences of Regional and Local GMAT Takers Who Have Expressed an Interest in Joining a Part-Time MBA Program</u> . |

- 2004 Awarded a research contract by the School of Management, Boston University, for a study titled: An Assessment of Part-time MBA Students: Exploring Attitudes and Motivations.
- 2003 Nominated to the Boston University Metcalf Award for Excellence in Teaching.
- 2001 Awarded a research contract by the Office of the Provost, Boston University, for a study titled: The Factors that Influence Freshmen Student Attrition.
- 2001 Awarded a research contract by Metropolitan College's Sargent Camp, Boston University, for a study titled: A Satisfaction Study of Sargent Camp Clients.
- 2001 Awarded a research contract by Schneider and Associates, Boston, for a study titled: Modeling the New Product Launch Process.
- 2000 Awarded a research contract by Schneider and Associates, Boston, for a study titled: Investigating the Product Launch Process among .COM companies.
- 2000 Awarded a research contract by the School of Management, Boston University, for a study titled: Reactions to a Dual Degree MBA in IT and Management
- 1999 Awarded a research contract by Schneider and Associates, Boston, for a study titled: Plotting the New Product Launch Processes.
- 1998 Awarded a research contract by Student Advantage, Boston, for a study titled: Profiling Current Student Advantage Cardholders: Demographics, Usage Patterns and Satisfaction Levels.
- 1997 Nominated to the Boston University Metcalf Award for Excellence in Teaching.
- 1997 Awarded a research contract by Thomas Black Insurance Company, Boston, for a study titled: Assessing the Factors Influencing Customer Erosion at Insurance Agencies.
- 1997 Accorded a first place award by the Research Division of the Broadcast Education Association for: Elasmar, M.G., Napoli, P.M. & DeFleur, M.L. (1997). The Effects of Political Television Advertising on Voting Intentions during the 1996 New Hampshire Primaries. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.
- 1997 Accorded a second place award by the International Division of the

- Broadcast Education Association for: Elasmar, M.G. & Sim, K. (1997). Unmasking the Myopic Effect: Questioning the Adequacy of Media Imperialism Theory in Explaining the Impact of Foreign TV. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.
- 1996 Awarded a research contract by Clarke Goward Advertising, Boston, on behalf of Wendy's International Inc. for: The Image of the Big Three Quick Service Food Chains among Residents of the Boston DMA.
- 1996 Awarded a research contract by the National Oceanic and Atmospheric Administration (NOAA) for: Assessing the Attitudes Toward Whale Watching Among Residents of the Greater Boston Area.
- 1996 Awarded a research contract by Barnes & Noble for: Tracking Loci: a Cyberspace Site for College Students.
- 1995 Accorded a first place award by the International Communication Division of the Broadcast Education Association as part of the its paper competition for: El-Koussa, H.H. & Elasmar, M.G. (1995). The Influence of Imported U.S. TV Programs on the Perceptions of U.S. Social Reality among Students in Lebanon. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.
- 1995 Awarded a research contract by Barnes & Noble for: The Hangout: Researching and Developing a Cyberspace Site for College Students.
- 1994 Accorded a first place award by the Communication Technology Division of the Broadcast Education Association as part of the its paper competition for: Elasmar, M.G. (1994). The Evolution of DBS and its Economic Viability in the United States. Paper presented during the meeting of the Broadcast Education Association, Las Vegas, NV.
- 1993 Awarded a research incentive from the Pacific Telecommunication Council for: Elasmar, M.G. (1993). Assessing Videotex Diffusion and Usage Patterns in a Manufacturing Organization.
- 1993 Awarded a research grant from NHK's Hosono Bunka Foundation, Japan, to fund: Elasmar, M.G. & Hasegawa, K. (1993). An Analysis of the Image of Women on Japanese and American Prime-Time Television.
- 1992 Nominated by the Department of Telecommunication and the Mass Media Ph.D. Program at MSU for the annual university-wide "Excellence in Teaching Award".
- 1992 Accorded ICA's Instructional and Developmental Division award for excellent teaching by a graduate student, International Communication

Association Annual Convention, May 1992, Miami, FL.

- 1992 Accorded a Graduate Office Scholarship, awarded on a merit basis, including assessment of research, teaching, and service.
- 1991 Accorded a Graduate Office Scholarship, awarded on a merit basis, including assessment of research, teaching, and service.
- 1991 Accorded a First Place Award by the International Division of the Broadcast Education Association (BEA), as part of the Competitive Papers in International and Comparative Media Systems, for: Elasmar, M.G. & Straubhaar, J.D. (1991). DBS: What Can the U.S. Learn from the British Experience?. Paper presented during the Broadcast Education Association Convention, April 1991, Las Vegas, NV.
- 1989 Recipient of summer fellowship, Voice of America, United States Information Agency, Washington, D.C.
- 1988 Awarded Southern Illinois University's "University Highest Honors" upon graduation.
- 1987 Recipient of the Radio-Television Scholarship for Superior Academic Achievement, Southern Illinois University.
- 1986-1988 Was placed on the College of Communication and Fine Arts' "Dean's list" and "Honor's List" during my entire undergraduate career at Southern Illinois University.

### **SERVICE TO THE ACADEMY**

- 2013 Co-Chair, 2013 Conference of the World Association for Public Opinion Research, Boston, MA.
- 2013 Co-Chair, 2013 Preconference on Public Opinion and Public Diplomacy, World Association for Public Opinion Research Conference, Boston, MA.
- 2009 Peer reviewer for papers submitted for presentation during the conference of the American Association for Public Opinion Research (AAPOR)
- 2008 Member, AEJMC Advisory Committee for selecting an Editor for the International Communication Bulletin
- 2006 Peer Reviewer, Electronic Journal of Communication.
- 2006 Judge, Northwestern Mutual Master's Thesis Competition of the Institute for Public Relations.
- 2005 Peer Reviewer, Journal of Advertising

- 2004-present Member, Editorial Board, Journal of Broadcasting and Electronic Media
- 1999-2003 Member, Editorial Board, Journal of Communication.
- 1999-present Peer Reviewer, Journalism and Mass Communication Educator.
- 1998-1999 Head, International Communication Division, Association for Education in Journalism and Mass Communication.
- 1998 Panel co-organizer, International Communication Division, Association for Education in Journalism and Mass Communication, Baltimore, MD.
- 1998-1999 Peer Reviewer, Journal of Media Economics.
- 1997-1998 Vice-head, International Communication Division, Association for Education in Journalism and Mass Communication.
- 1997 External Reviewer, Promotion and Tenure of Faculty Member at Southern Illinois University, Carbondale, IL.
- 1995 Panel Moderator, International Communication Division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
- 1995 Panel Organizer and Chair, International Communication Division, Broadcast Education Association National Conference, Las Vegas, NV.
- 1994-2003 Peer Reviewer, Journal Articles, Journal of Broadcasting and Electronic Media.
- 1994-present Peer Reviewer, Conference Papers, International Communication Paper Division, Association for Education in Journalism and Mass Communication National Conference.
- 1993 Panel Organizer and Chair, International Communication Division, Speech Communication Association National Conference, Miami, FL.

### **BOSTON UNIVERSITY COMMITTEES**

- 2011-present Chair, Appointment, Tenure and Promotion Committee, College of Communication, Boston University.
- 2009-2011 Member, Appointment, Tenure and Promotion Committee, College of Communication, Boston University.
- 2007 Chair, MC-ADV-PR Department's Committee on Guidelines for Faculty Promotion in Rank

- 2004-2005 Member, College of Communication Dean's Faculty Advisory Board.
- 2003-2006 Member, Advisory Board of the BU Center for Excellence in Teaching, Boston University, Boston, MA.
- 2003-2009 Chair, MC-ADV-PR Department's Faculty Search Committee, Boston University, Boston, MA.
- 2000-2003 Member, MC-PR Department's Faculty Search Committee, Boston University, Boston, MA.
- 1999-2008 Member, Advisory Board of the Pardee Center for the Study of the Long Range Future, Boston University, Boston, MA.
- 1998-2003 Member, Provost's Group on Tenure Issues, Boston University, Boston, MA.
- 1997-2004 Member, Boston University Faculty Council, Boston University, Boston, MA.
- 1997-1998 Chair, MC-PR Department's Committee on Course Sequences, Boston University, Boston, MA.
- 1997 Member, MC-PR Department's Graduate Admissions Committee, Boston University, Boston, MA.
- 1997 Member, MC-PR Department's Faculty Search Committee (search for 2 faculty members), Boston University, Boston, MA.
- 1996 Chair, MC-PR Department's Committee on Theory and Research, Boston University, Boston, MA.
- 1996 Member, MC-PR Department's Faculty Search Committee (search for 2 faculty members), Boston University, Boston, MA.
- 1995 Member, MC-PR Department Chairman's Cabinet, Boston University, Boston, MA.
- 1995 Member, Department's Faculty Search Committee (search for 7 faculty members), College of Communication, Boston University, Boston, MA.
- 1995-1996 Member, College Academic Affairs Committee, College of Communication, Boston University, Boston, MA.
- 1994 Member, Department's International Communication Curriculum Committee, College of Communication, Boston University, Boston, MA.

- 1994 Member, Department's Student Jobs Identification Committee, College of Communication, Boston University, Boston, MA.
- 1994 Member, Department's Communication-Theory Curriculum Committee, College of Communication, Boston University, Boston, MA.
- 1994 Member, Department's Faculty Search Committee (search and select Department Chairman), College of Communication, Boston University, Boston, MA.

## **GUEST LECTURES**

- 2011 Delivered a presentation on the ethics of research to COM 101 - Perspectives on Communication, College of Communication Boston University, Boston, MA, October 2011.
- 2009 Delivered a lecture on the role of research in communication to COM 101 – Perspectives on Communication, College of Communication Boston University, Boston, MA, September 2009.
- 2007 Featured Speaker: Digging Deep to Understand Member Satisfaction in the Healthcare Industry. Webinar held on May 22, 2007. Silverlink Communications, Burlington, MA.
- 2007 Delivered a lecture about the function of research in the communication industries to COM 101 - Perspectives on Communication, College of Communication, Boston University, Boston, MA, September 2007.
- 2001 Featured Speaker, Public Relations Society of America, Boston Chapter. Delivered a presentation titled: "The Role of Research in Public Relations", Boston, MA, January 2001.
- 1999 Delivered a presentation titled: "A Framework for Maximizing Information and Minimizing Error in Qualitative and Quantitative Studies" to the International Field Directors and Technologies Group, Clearwater, FL, May 1999.
- 1999 Featured Speaker, International Association of Business Communicators Developmental Series. Delivered a presentation titled: "Using Research Techniques in Organizational Communication," Cambridge, MA, April 1999.
- 1997 Primary Speaker, Public Relations Society of America Professional Development Programs. Delivered a presentation titled: "Using Research Strategies for Solving Problems in Public Relations", Boston, MA, April 1997.
- 1997 Delivered a lecture about unmasking the assumptions behind cultural

- imperialism theory to CM 831 - International Communication, College of Communication, Boston University, Boston, MA, February 1997.
- 1996 Delivered a lecture about the use of focus groups in applied research to CM-710- Communication Theory, College of Communication, Boston University, Boston, MA, October 1996.
- 1996 Delivered two lectures on unmasking the cultural imperialism hypothesis to CM 409 - Public Opinion and Propaganda, College of Communication, Boston University, Boston, MA, March 1996.
- 1996 Delivered a lecture about the empirical research concerning persuasion to CM 727 - Propaganda, College of Communication, Boston University, Boston, MA, January 1996.
- 1995 Delivered a lecture about the evolution of international communication to CM 831-International Communication, College of Communication, Boston University, Boston, MA, November 1995.
- 1994 Delivered a lecture about the evolution of the information age to COM 101 - Perspectives on Communication, College of Communication, Boston University, Boston, MA, December 1994.
- 1994 Delivered a lecture about the relationship between theory and research to CM 710 - Communication Process, College of Communication, Boston University, Boston, MA, December 1994.
- 1993 Delivered a lecture on the relationship between attitudes and behavior to COM 380 - Communication Theory and Process, College of Communication, Boston University, Boston, MA, November 1993.
- 1993 Delivered a lecture about the Information Highway to COM 101 - Perspectives on Communication, College of Communication, Boston University, Boston, MA, December 1993.

## **RESEARCH CONSULTING EXPERIENCE**

- 2001-2009 Project Director, School of Management, Boston University. Designed a series of studies aimed at improving the program offerings of the school and optimizing its market positioning.
- 2001 Project Director. Schneider and Associates, Boston, MA. Developed a software tool that encompasses mathematical modeling for simulating the launching of new products.
- 2001 Survey Methodologist. Office of the Provost, Boston University, Boston, MA. Designed and carried out BU's first study of freshmen student attrition.



- 2001 Survey Methodologist. Metropolitan College, Boston University, Boston, MA. Designed and carried out a survey of client satisfaction for Sargent Camp.
- 1999-2000 Survey Methodologist. Schneider and Associates, Boston, MA. Designed a web-based data collection solution for a study of new product launch processes.
- 1999 Survey Methodologist and Statistical Analyst. Office of Alumni Relations, Boston University, Boston, MA. Designed and single-handedly analyzed Boston University's first ever survey of alumni attitudes and satisfaction with their BU educational experience.
- 1998 Survey Methodologist and Analyst. Student Advantage, LLC, Boston, MA. Designed, carried out and analyzed a discount card membership study. Tasks included problem diagnosis, budget proposal and management, instrument development, pretesting, data collection, data analysis, report writing, and presentation package.
- 1998 Research Methodology Consultant. Ketchum Communication, New York, NY. Provided consultation on research methodology for assessing PR effects.
- 1997 Research Methodologist. Project on Alzheimer Caregivers, BMC Medical Information Unit, Boston University, Boston, MA. Provided consultation on survey recruiting strategies.
- 1997-1998 Expert Witness on Survey Methodology. Legal Proceedings of Spiral Communications, Inc. v. NYNEX, Inc., Boston, MA.
- 1997 Survey Methodologist and Analyst. Thomas Black Insurance Company, Boston, MA. Designed, carried out and analyzed a customer erosion survey for an insurance client. Tasks included problem diagnosis, budget proposal and management, instrument development, pretesting, data collection, data analysis, report writing, and presentation.
- 1996 Survey and Focus Group Methodologist and Analyst. Wendy's International Inc., Marketing Division. Designed, carried out and analyzed a multi-method research strategy that estimated the scope and attempted to remedy an urgent PR crisis in the Boston DMA. The strategy included a survey design. Also included were focus groups that I moderated.
- 1996 Survey Methodologist and Analyst. National Oceanic and Atmospheric Administration, Stellwagen Bank Division. Designed, carried out and analyzed a survey of attitudes toward whale watching among residents in the greater Boston area.

- 1996 Survey Methodologist and Analyst. Visa International, Marketing Division. Designed, carried out and analyzed a web survey on the patterns of college students' use of World Wide Web services.
- 1995 Survey Methodologist and Analyst. Sprint Telecommunications, Inc., Marketing Division. Designed and analyzed a web survey on the patterns of college students' use of telecommunication services.
- 1995-1996 Senior Research Methodologist and Analyst. Barnes and Nobles, College Marketing Division. Carried out and moderated initial 12 focus groups and 2 surveys used to develop Loci, a Web service for college students. Monitored web growth data, catered to sponsors' marketing research needs and supervised weekly web-administered public opinion surveys.
- 1995 Statistical Consultant. Survey of Romanian Children's Adoptive Families, Department of Occupational Therapy, Boston University, Boston, MA.
- 1993 Senior Statistical Consultant, National Project on Substance Abuse, Department of Psychiatry, Michigan State University, East Lansing, MI.

#### **MEMBERSHIP IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS**

International Communication Association (ICA)  
Association for Education in Journalism and Mass Communication (AEJMC)  
Broadcast Education Association (BEA)  
International Studies Association (ISA)  
American Association for Public Opinion Research (AAPOR)